Rate Type

\$1,400.00 NM

\$1,400.00 NM

\$1,400.00 NM

\$1,400.00 NM



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Spots: # Ch Day Air Date

3 WESHW

1 WESHM 09/10/12

2 WESHTu 09/11/12

4 WESHTh 09/13/12

09/12/12

Air Time Description

8:30 AM NBC Today Show

7:22 AM NBC Today Show

8:44 AM NBC Today Show

7:29 AM NBC Today Show

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSROADS	690

Flight Dates	Order #	Alt Order #
09/05/12 - 09/14/12	936459	07892671
Billing Calendar	Billing Type	Deal #
Broadcast	Cash	
Special Handling		
IDB#	Advertiser Code 11	Product Code 27
Agency Ref	Advertiser Ref	

ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1	09/06/12 Class of Tir	09/06/12 ne - Pre-emp	M-F Early Sunrise	5:00-6:00 AM	1	:30	1	\$350.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/121	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch		Date Air Time Descri		Start/End Time 5:00-6:00 AM		h Ad-ID O USPRTV1	4ACH		<u>Rate</u> <u>Type</u> \$350.00 NM
2	09/10/12	09/12/12	M-F Early Sunrise	5:00-6:00 AM	1-1	:30	2	\$400.00	NM	
	Weeks:		End Date MTWTFSS 09/16/12 1-1	Spots/Week 2	<u>Rate</u> \$400.00					
		ESHM 09	/10/12 5:21 AM M-F E	arly Sunrise	Start/End Time 5:00-6:00 AM	:3	th Ad-ID 0 USPRTV1			Rate Typ \$400.00 N
	2 WI	ESHW 09	/12/12 5:52 AM M-F E	arly Sunrise	5:00-6:00 AM	:3	0 USPRTV1	4ACH		\$400.00 N
3	09/05/12 Class of Tir	09/07/12 me - Pre-emp	M-F Sunrise @6AM otible with notice	6:00-7:00 AM	1-1	:30	2	\$1,000.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/121-1	Spots/Week 2	<u>Rate</u> \$1,000.00					
	Spots: # Ch			ption	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WI	ESHW 09	/05/12 6:14 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	30 USPRTV1	4ACH		\$1,000.00 NI
	2 WI	ESHF 09	/07/12 6:28 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 USPRTV1	4ACH		\$1,000.00 NI
4	09/11/12 Class of Tir	09/13/12 me - Pre-emp	M-F Sunrise @6AM otible with notice	6:00-7:00 AM	-1-1	:30	2	\$1,100.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 -1-1	Spots/Week 2	<u>Rate</u> \$1,100.00					
	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Typ
	2 Wi	ESHTu 09	/11/12 6:29 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	30 USPRTV1	4ACH		\$1,100.00 NI
	1 WI	ESHTh 09	/13/12 6:24 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	30 USPRTV1	4ACH		\$1,100.00 N
5	09/10/12 Class of Tit	09/13/12 me - Pre-em	NBC Today Show otible with notice	7:00-9:00 AM	1111	:30	4	\$1,400.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 1111	Spots/Week 4	<u>Rate</u> \$1,400.00					

Start/End Time

7:00-9:00 AM

7:00-9:00 AM

7:00-9:00 AM

7:00-9:00 AM

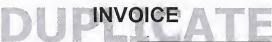
Length Ad-ID

:30 USPRTV14ACH

:30 USPRTV14ACH

:30 USPRTV14ACH

:30 USPRTV14ACH





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 09/16/12 08/27/12 - 09/14/12 936459-1 September 2012

Advertiser **Product** Estimate Number American Crossroads - Issi AMERICAN CROSSROADS 690

www.v	vesh.com									
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	09/10/12	09/13/12	NBC Today Show	7:00-9:00 AM	1111		4	\$1,400.00	NM	mino.
			tible with notice	7.00-9.00 AW	TTTT	:30	4 	\$1,400.00	INIVI	
6	09/05/12 Class of Tin	09/07/12 ne - Pre-emp	NBC Today Show tible with notice	7:00-9:00 AM	111	:30	3	\$1,300.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS111	Spots/Week 3	<u>Rate</u> \$1,300.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
			05/12 7:29 AM NBC T		7:00-9:00 AM		30 USPRTV14			\$1,300.00 NM
	2 WE		06/12 7:56 AM NBC T 07/12 8:38 AM NBC T		7:00-9:00 AM 7:00-9:00 AM		30 USPRTV14 30 USPRTV14			\$1,300.00 NM \$1,300.00 NM
	3 445		0// 12 0.30 AWINDC I	oday Snow	7:00-9:00 AIVI		00 02561012	+ACH		\$1,300.00 19191
7		-	Regis & Kelly 9-10 AM tible with notice		1-1	:30	2	\$650.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/121-1	Spots/Week 2	<u>Rate</u> \$650.00					
	Spots: # Ch	<u>Day</u> Air	Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	SHW 09/	05/12 9:59 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV1	4ACH		\$650.00 NM
	2 WE	SHF 09/	07/12 9:55 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV1	4ACH		\$650.00 NM
8	09/11/12 Class of Tin	09/13/12 ne - Pre-emp	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1-1	:30	2	\$700.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 -1-1	Spots/Week 2	<u>Rate</u> \$700.00					
	Spots: # Ch				Start/End Time	Lena	th Ad-ID			Rate Type
	. –			& Kelly 9-10 AM	9:00-10:00 AM		30 USPRTV1	4ACH		\$700.00 NM
	2 WE	SHTh 09/	_	& Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV1	4ACH		\$700.00 NM
9	09/10/12 Class of Tir	09/12/12 ne - Fixed No	NBC Today Show II	10AM-11AM	1-1	:30	2	\$600.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 1-1	Spots/Week 2	<u>Rate</u> \$600.00					
	Spots: # Ch				Start/End Time	Leng	th Ad-ID			Rate Type
			10/12 10:58 AM NBC 1	-	10AM-11AM		30 USPRTV1	4ACH		\$600.00 NM
		See MG	9.3	Today Show II	10AM-11AM	:0	00			\$600.00 NM
	3 WE	SHF 09/ MG for 9	/14/12 3:32 PM M-F 3 0.2 09/12	-4 PM	3:00-4:00 PM	::	30 USPRTV1	4ACH		\$600.00 NM
10	09/06/12 Class of Tir	09/06/12 ne - Pre-emp	NBC Today Show II	10AM-11AM	1	:30	1	\$550.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$550.00					
	Spots: # Ch	<u>Day</u> Air	Date Air Time Descr	iption_	Start/End Time	Leng	ith Ad-ID			Rate Type
	2 WE	ESHTh 09/	/06/12 10:58 AM NBC	Today Show II	10AM-11AM	:	30 USPRTV1	4ACH		\$550.00 NM
1′	09/05/12 Class of Tir	09/07/12 ne - Pre-emr	NBC Today Show III	11AM-12PM/10-11	41-1	:30	2	\$500.00	NM	
-	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/121-1	Spots/Week 2	<u>Rate</u> \$500.00					
	Spots: # Ch				Start/End Time	Lenc	th Ad-ID			Rate Type
	. –		/05/12 11:29 AM NBC		11AM-12PM/10		30 USPRTV1	4ACH		\$500.00 NM
	2 WE	ESHF 09	/07/12 11:51 AM NBC	Today Show III	11AM-12PM/10)-11/ :	30 USPRTV1	.4ACH		\$500.00 NM
12	2 09/11/12 Class of Tir	09/13/12 ne - Pre-emp	NBC Today Show III	11AM-12PM/10-11	<i>y</i> -111	:30	3	\$550.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate \$550.00					
	Spots: # Ch	09/10/12 ı <u>Day</u> <u>Air</u>	09/16/12 -111 Date Air Time Descr	3 intion	\$550.00 Start/End Time	lene	gth Ad-ID			<u>Rate</u> Type
	. —	ESHTu 09			11AM-12PM/10		30 USPRTVI	4ACH		\$550.00 NM

WESH



INVOICE Invoice Month Invoice # Invoice Date Invoice Period

> 936459-1 09/16/12 September 2012 08/27/12 - 09/14/12 Advertiser Product Estimate Number

American Crossroads - Iss AMERICAN CROSSROADS 690

www.wesh.com					
Line Start Date End Date Departmen Start/End Time	um mess	Spots/	Data	Tune	
Line Start Date End Date Description Start/End Time		Length Week	Rate	Туре	
12 09/11/12 09/13/12 NBC Today Show III 11AM-12PM/10-11 Class of Time - Pre-emptible with notice	<i> </i>	:30 - 3 - 3	\$550.00	NM	
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time	Length Ad-ID			Rate Type
2 WESHW 09/12/12 11:29 AM NBC Today Show III 3 WESHTh 09/13/12 11:52 AM NBC Today Show III	11AM-12PM/10-1 11AM-12PM/10-1				\$550.00 NM \$550.00 NM
					\$550.00 NW
13 09/06/12 09/06/12 M-F NOON NEWS 12-12:12:00-12:30 PM Class of Time - Pre-emptible with notice	1	:30 1	\$300.00	NM 	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 09/03/12 09/09/121 1	<u>Rate</u> \$300.00				
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time	Length Ad-ID			Rate Type
2 WESHTh 09/06/12 12:24 PM M-F NOON NEWS 12-12:30) 12:00-12:30 PM	:30 USPRTV14ACH			\$300.00 NM
14 09/10/12 09/12/12 M-F NOON NEWS 12-12:12:00-12:30 PM Class of Time - Pre-emptible with notice	1-1	:30 2	\$400.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/10/12 09/16/12 1-1 2	<u>Rate</u> \$400.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
2 WESHM 09/10/12 12:14 PM M-F NOON NEWS 12-12:30 1 WESHW 09/12/12 12:24 PM M-F NOON NEWS 12-12:30		:30 USPRTV14ACH :30 USPRTV14ACH			\$400.00 NM \$400.00 NM
					\$400.00 NW
15 09/05/12 09/07/12 Days of Our Lives 1:00-2:00 PM Class of Time - Pre-emptible with notice	1-1	:30 2	\$400.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS 09/09/12 Spots/Week 2	<u>Rate</u> \$400.00				
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time	Length Ad-ID			Rate Type
2 WESHW 09/05/12 1:45 PM Days of Our Lives 1 WESHF 09/07/12 1:45 PM Days of Our Lives	1:00-2:00 PM 1:00-2:00 PM	:30 USPRTV14ACF			\$400.00 NM \$400.00 NM
	· · · · · · · · · · · · · · · · · · ·				\$400.00 NW
16 09/11/12 09/13/12 Days of Our Lives 1:00-2:00 PM Class of Time - Pre-emptible with notice	-1-1	:30 2	\$600.00	NM	
Weeks: Start Date 09/10/12 End Date 09/16/12 MTWTFSS 1 Spots/Week 2 2 2 2	<u>Rate</u> \$600.00				
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WESHTu 09/11/12 1:59 PM Days of Our Lives	Start/End Time 1:00-2:00 PM	Length Ad-ID :30 USPRTV14ACF	1		Rate Type
2 WESHTh 09/13/12 1:47 PM Days of Our Lives	1:00-2:00 PM	:30 USPRTV14ACF			\$600.00 NM \$600.00 NM
17 09/06/12 09/06/12 M-F 3-4 PM 3:00-4:00 PM	1	:30 1	\$450.00	NM	
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week	Data				
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 09/03/12 09/09/121 1	<u>Rate</u> \$450.00				
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>		Length Ad-ID			<u>Rate</u> <u>Type</u>
2 WESHTh 09/06/12 3:47 PM M-F 3-4 PM	3:00-4:00 PM	:30 USPRTV14ACI	1		\$450.00 NM
18 09/12/12 09/12/12 M-F 3-4 PM 3:00-4:00 PM Class of Time - Pre-emptible with notice	w	:30 1	\$600.00	NM	
Weeks: Start Date 09/10/12 End Date 09/16/12 MTWTFSSW Spots/Week 1	<u>Rate</u> \$600.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WESHW 09/12/12 3:37 PM M-F 3-4 PM	3:00-4:00 PM	:30 USPRTV14AC	Н		\$600.00 NM
19 09/05/12 09/07/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Pre-emptible with notice	1-1	:30 2	\$800.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/03/12 09/09/12 1-1 2	<u>Rate</u> \$800.00				
Spots: # Ch Day Air Date Air Time Description	\$800.00 Start/End Time	Length Ad-ID			Rate Type
1 WESHW 09/05/12 4:29 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 USPRTV14AC	Н		\$800.00 NM
2 WESHF 09/07/12 4:36 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 USPRTV14AC	Н		\$800.00 NM
20 09/11/12 09/13/12 M-F 4-5 PM NEWS M-F 4-5 PM	-1-1	:30 2	\$800.00	NM	1





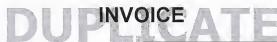
WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 936459-1 | 09/16/12 | September 2012 | 08/27/12 - 09/14/12

Advertiser Product Estimate Number

American Crossroads - Iss AMERICAN CROSSROADS 690

2 WESHTU 09/13/12 4-12 PM MF 4-5 PM NEWS MF 4-5 PM SW 3:30 USPRIVIJACH S800.00 NM S800.00 NM WEST S800.00 NM WEST S900.00 NM NM WEST S900.00	ww.wesh.com	1										
Class of Time - Pre-emptible with notice Pre						0/ //= 1.77			•		-	
Weeks Start Date End Date MTRTESS Spots/Week Start/End Time Length Ad-ID Section New Year Section Sectio						Start/End Time	MTWTFSS	Length V		,		
Spots # Ch Day AL Date Ad-Time Description StartEnd Time Length Ad-ID Septiment Septimen			<u> </u>			Spats/Mook	Pata		of .	F \$ 51, 444 Tay 41	, 4, 4, 4	
2 WESHTU 0991/11/2 4:12 PM MF 4-5 PM NEWS MF 4-5 PM S0 USPRIVIANCH \$800.0 NM 1 WESHTU 1991/11/2 NMF 5-6 PM ROT 5-00-6:00 PM 1-1 30 2 \$1,100.00 NM	VVEEKS											
1 WESHTR 0907121 09173112	Spots:	# Ch Day	Air Date	<u> A</u>	ir Time Descri	ption	Start/End Time	Length A	Ad-ID			Rate Type
21 09/10/12		2 WESHTu	09/11/1	2 4	:12 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:30 ਪ	ISPRTV14	łach		\$800.00 NM
Weeks Start Date End Date MITTES Spots/Week Start Date Green Start Date Start Date Green Sta		1 WESHTh	09/13/1	2 4	:26 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:30 ਪ	ISPRTV14	IACH		\$800.00 NM
Spots Ch						5:00-6:00 PM	1-1	:30	2	\$1,100.00	NM	
2 WESHM 09/10/12 5:24 PM MF 5-6 PM ROT 5:00-6:00 PM :30 USPRTYLACH \$1,100.00 NM		09/10/					\$1,100.00					
1 WESHW 09/12/12 5:21 PM MF 5-6 PM ROT 5:00-6:00 PM -111- 30 3 \$900.00 NM 22 09/05/12 MF 5-6 PM ROT 5:00-6:00 PM -111- 30 3 \$900.00 NM 24 Class of Time - PTe-emptible with notice 500-6:00 PM -111- 30 3 \$900.00 NM 25 Class of Time - PTe-emptible with notice 500-6:00 PM -111- 30 3 \$900.00 NM 25 Class of Time - PTe-emptible with notice 500-6:00 PM -111- 30 3 \$900.00 NM 25 Class of Time - PTe-emptible with notice 500-6:00 PM -101- 30 05 05 05 05 05 05 05												Rate Type
22 09/05/12 09/07/12 09/07/12 09/05/												
Weeks: Start Date End Date MTMTFSS Spots/Week Second		1 WESHW	09/12/1	2 5	5:21 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 ਪ	JSPRTV14	ACH		\$1,100.00 NM
Spot Spo Spot Spot Spo Spot Spot Spot Spo Spo			e-emptible	with n	otice	5:00-6:00 PM	111	:30	3	\$900.00	NM	
Spots: # Ch	Weeks											
3 WESHW	Spots:					•	•	Length A	Ad-ID			Rate Type
A WESHTh										4ACH		
23 09/05/12 09/06/12 MF 6-6:30 PM							5:00-6:00 PM	:30 ਪ	JSPRTV14	4ACH		\$900.00 NM
Class of Time - Pre-=mtible with notice Weeks: Start Date End Date MTMTFSS Spots/Week Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Start/End Time Length Ad-ID Start/End Time S		2 WESHF	09/07/1	2 5	5:41 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:30 ਪ	JSPRTV1	4ACH		\$900.00 NM
Weeks: Start Date MTMTESS Spots/Week Start/End Time Start/End Time Length Ad-ID Rate Type Start/End Time Start/End Time Start/End Time Start/End Time MF-6-6:30 PM 30 USPRTV14ACH \$1,800.00 NM \$1,8						M-F 6-6:30 PM	11	:30	2	\$1,800.00	NM	
3 WESHW 09/05/12 6:22 PM M-F 6-6:30 PM M-F 6-6:30 PM 30 USPRTV14ACH \$1,800.00 NM \$		s: Start D	Date En	d Date	MTWTFSS							
2 WESHTh 09/06/12 09/13/12 M-F 6-6:30 PM M-F 6-6:30 PM 1111 :30 4 \$2,000.00 NM	Spots:	# Ch Day	Air Date	<u>е А</u>	ir Time Descr	iption	Start/End Time	Length A	Ad-ID			Rate Type
24 09/10/12 09/13/12 M.F 6-6:30 PM M.F 6-6:30 PM 1111 30 4 \$2,000.00 NM		3 WESHW	09/05/1	2 6	6:22 PM M-F 6	-6:30 PM	M-F 6-6:30 PM	:30 ।	JSPRTV1	4ACH		\$1,800.00 NM
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTESS Spots/Week \$2,000.00		2 WESHTh	09/06/1	2 6	6:13 PM M-F 6	-6:30 PM	M-F 6-6:30 PM	:30	JSPRTV1	4ACH		\$1,800.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type						M-F 6-6:30 PM	1111	:30	4	\$2,000.00	NM	
2 WESHM 09/10/12 6:12 PM M-F 6-6:30 PM		09/10/	12 09/	/16/12								
3 WESHTU 09/11/12 6:11 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV14ACH \$2,000.00 NM	Spots:											Rate Type
1 WESHW												•
A WESHTh 09/13/12 6:22 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV14ACH \$2,000.00 NM 25 09/10/12 09/12/12 M-F Entertainment Tonigl*7:00-730 PM 1-1 :30 2 \$1,400.00 NM 20/10/12 End Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1-1 2 \$1,400.00 NM 2 WESHW 09/10/12 7:29 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/10/12 7:10 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/10/12 M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/06/12 M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/06/12 M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,200.00 NM 2 WESHT Date End Date MTWTFSS Spots/Week Rate \$1,200.00 Spots: # Ch Day Air Date MTWTFSS Spots/Week Start Date 09/06/12 09/06/12 1 1 \$1,200.00 NM :30 USPRTV14ACH \$1,200.00 NM 2 WESHT 09/06/12 7:28 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,200.00 NM 2 WESHT 09/06/12 7:28 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,200.00 NM S1,200.00 NM S1,20												
25 09/10/12												
Class of Time - Pre-emptible with notice Weeks: Start Date 09/10/12 End Date 09/16/12 1-1 2 \$1,400.00		4 VVESHIN	09/13/1	2 6	5:22 PM M-F 6	-6:30 PM	M-F 6-6:30 PM	:30	USPRIVI	4ACH		\$2,000.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type T	Class	of Time - Pre	e-emptible	with n	notice	nigt7:00-730 PM	1-1	:30	2	\$1,400.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 09/10/12 7:29 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/12/12 7:10 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 26 09/06/12	Weeks											
1 WESHM 09/10/12 7:29 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM 2 WESHW 09/12/12 7:10 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,400.00 NM	Spots:						· •	Lenath	Ad-ID			Rate Type
2 WESHW										4ACH		\$1,400.00 NM
Class of Time - Pre-emptible with notice Weeks: Start Date 09/03/12		2 WESHW	09/12/1	12 7	7:10 PM M-F E	ntertainment Tonight	7:00-730 PM	:30	USPRTV1	4ACH		\$1,400.00 NM
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS 2005/Week 1,200.00 Rate 1,200.00 Spots: # Ch Day Air Date 2 WESHTh 09/06/12 Air Time Description 2 WESHTh 09/06/12 Start/End Time 7:00-730 PM 3:30 USPRTV14ACH 31,200.00 NI Rate Typ 2:30 USPRTV14ACH 31,200.00 NI 27 09/11/12 09/13/12 N-F Access Hollywood Access Hollywood F -1-1 Class of Time - Pre-emptible with notice :30 2 \$1,400.00 NM				/I-F Ent	tertainment To	nigł7:00-730 PM	1	:30	1	\$1,200.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Typ 2 WESHTh 09/06/12 7:28 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,200.00 NI 27 09/11/12 09/13/12 M-F Access Hollywood Access Hollywood		s: Start D	Date En	d Date	MTWTFSS	Spots/Week 1						
2 WESHTh	Spots:				-	iption		Lenath	Ad-ID			Rate Type
27 09/11/12 09/13/12 M-F Access Hollywood Access Hollywood / -1-1 :30 2 \$1,400.00 NM Class of Time - Pre-emptible with notice	-1/	_								.4ACH		\$1,200.00 NM
				/I-F Acc	cess Hollywoo		/ -1-1	:30	2	\$1,400.00	NM	
						Cnot-M/I	Deta					





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Advertiser Product Estimate Number

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ine Start Date End Date Description Start/End Time	MTWTFSS Le	Spo ngth Wee		Rate	Туре	
27 09/11/12 09/13/12 M-F Access Hollywood Access Hollywood Class of Time - Pre-emptible with notice	r -1-1	:30	2	\$1,400.00	NM	
09/10/12 09/16/12 -1-1 2 Spots: # Ch	\$1,400.00 Start/End Time Access Hollywood Access Hollywood A		- <u>ID</u> PRTV14A0 PRTV14A0			<u>Rate</u> <u>Type</u> \$1,400.00 NM \$1,400.00 NM
28 09/05/12 09/07/12 M-F Access Hollywood Access Hollywood Class of Time - Pre-emptible with notice	/111 	:30	3	\$1,200.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS 2 Spots/Week 09/09/12 Spots/Week 09/09/12 Spots: # Ch Day Air Date 3 WESHW 09/05/12 Air Time Description M-F Access Hollywood See MG 36.2,36.3,36.4,36.5	Rate \$1,200.00 Start/End Time Access Hollywood	Length Ad-	<u>-ID</u>			Rate Type \$1,200.00 NM
2 WESHTh 09/06/12 7:54 PM M-F Access Hollywood 1 WESHF 09/07/12 7:43 PM M-F Access Hollywood	Access Hollywood / Access Hollywood /		PRTV14A			\$1,200.00 NM \$1,200.00 NM
29 09/10/12 09/10/12 Mon NBC Prime VOICE Prime Other	M	:30	1	\$9,000.00	NM	\$1,200.00 NW
Class of Time - Pre-emptible with notice		.50	'	φ 9 ,000.00	INIVI	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/10/12 09/16/12 M 1	<u>Rate</u> \$9,000.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WESHM 09/10/12 9:20 PM Mon NBC Prime VOICE	Start/End Time Prime Other	Length Ad	<u>-ID</u> PRTV14A	CH		Rate Type \$9,000.00 NM
30 09/06/12 09/06/12 M-Su News @ 11PM 11-1135p Class of Time - Pre-emptible with notice	1	:30	1	\$1,400.00	NM	ψ5,000.00 1111
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate					
09/03/12 09/09/121 1 Spots: <u>#</u> Ch <u>Day Air Date Air Time Description</u> 1 WESHTh 09/06/12 11:25 PMM-Su News @ 11PM	\$1,400.00 <u>Start/End Time</u> 11-1135p	Length Ad :30 US	<u>-ID</u> PRTV14A	СН		<u>Rate</u> <u>Type</u> \$1,400.00 NM
31 09/10/12 09/12/12 M-Su News @ 11PM 11-1135p Class of Time - Pre-emptible with notice	1-1	:30	2	\$1,800.00	NM	
Weeks: Start Date 09/10/12 End Date 09/16/12 MTWTFSS 1-1 Spots/Week 2 Spots: # Ch Day Air Date 1 WESHM 09/10/12 Air Time Description 1:26 PM M-Su News @ 11PM 2 WESHW 09/12/12 11:26 PM M-Su News @ 11PM	Rate \$1,800.00 <u>Start/End Time</u> 11-1135p 11-1135p		- <u>ID</u> PRTV14A PRTV14A			<u>Rate</u> <u>Type</u> \$1,800.00 NM \$1,800.00 NM
32 09/05/12 09/07/12 NBC Tonight Show 11:35P-12:35XM Class of Time - Pre-emptible with notice	1-1	:30	2	\$700.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFS - 1-1 Spots/Week 2 Spots: # Ch Day Air Date 1 WESHW 09/05/12 Air Time Description NBC Tonight Show See MG 36.2,36.3,36.4,36.5 2 WESHF 09/07/12 11:48 PM NBC Tonight Show	Rate \$700.00 Start/End Time 11:35P-12:35XM	Length Ad:	I <u>-ID</u> PRTV14A	ACH		Rate Type \$700.00 NM \$700.00 NM
33 09/11/12 09/13/12 NBC Tonight Show 11:35P-12:35XM	-111	:30	3	\$800.00	NM	Ţ. 55.55 THVI
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week	Rate					
Spots: # Ch	\$800.00 <u>Start/End Time</u> 11:35P-12:35XM 11:35P-12:35XM 11:35P-12:35XM	:30 us	<u>i-ID</u> PRTV144 PRTV144 PRTV144	ACH		<u>Rate</u> <u>Type</u> \$800.00 NM \$800.00 NM \$800.00 NM





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									Spots/				
Line	Start Date	End Date	Descr	ription	Start/End Time	MTWTFSS		Length	Week	Rate	Туре		
.34	09/07/12 Class of Tir	09/07/12 ne - Pre-em		Prime DATELINE n notice	10:00-11:00 PM	F	٠,٠	:30	1	\$2,500.00	NM		
	Weeks:	Start Date 09/03/12	End Da 09/09/1		Spots/Week 1	Rate \$2,500.00							
	Spots: # Ch			Air Time Descript		Start/End		Length				Rate Ty	
<u></u>	1 WE	SHF 09	/07/12	10:31 PM NBC Pri	me DATELINE	10:00-11	:00 PM	:30	USPRTV1	4ACH		\$2,500.00 I	MM
35	09/08/12 Class of Tir	09/08/12 ne - Pre-em	ptible with		Sat 8-10am	S-		:30	1	\$1,100.00	NM		
	Weeks:	Start Date 09/03/12	09/09/1	S-	Spots/Week 1	<u>Rate</u> \$1,100.00							
	Spots: # Ch			Air Time Descript		Start/End			Ad-ID	AACH		Rate Ty	
<u></u>	1 7 7 7			9:00 AM NBC Sa	turday	Sat 8-10	am	:30	USPRTV1	4ACH		\$1,100.00 I	AIM
36	09/08/12 Class of Tir	09/08/12 ne - Pre-em	ptible with		SA/SU 5:58-6:30 PI	S-		:30	1	\$900.00	NM		
	Weeks:	Start Date 09/03/12	09/09/1	12s-	Spots/Week 1	<u>Rate</u> \$900.00							
				Air Time Descript		Start/End			Ad-ID			Rate T	
	5 W		706/12 28.3,32.1	9:53 AM Regis & .36.1	Kelly 9-10 AM	9:00-10:	00 AM	:30	USPRTV1	4ACH		\$800.00	NM
	3 W	ESHF 09		12:27 PM M-F NO	ON NEWS 12-12:30	12:00-12	2:30 PM	:30	USPRTV1	4ACH		\$500.00	NM
	1 WE	ESH Sa 09	/08/12		6-6:30 PM	SA/SU 5	5:58-6:3	0 Pı :00)			\$900.00	NM
	2 W	ESHW 09	•	4:53 PM M-F 4-5	PM NEWS	M-F 4-5	PM	:30) USPRTV1	4ACH		\$1,000.00	NM
	4 WE	ESHTh 09		5:23 AM M-F Ear	ly Sunrise	5:00-6:0	0 AM	:30) USPRTV1	4ACH		\$500.00	NM
37	7 09/09/12 Class of Tir	09/09/12 ne - Pre-em	NBC	Sunday Today h notice	8:00-9:00 AM/9-11A	S		:30	1	\$1,600.00	NM		
	Weeks:	Start Date 09/03/12	*	ate MTWTFSS	Spots/Week 1	Rate \$1,600.00			-				
	Spots: # Ch			Air Time Descrip	•	Start/En	d Time	Length	Ad-ID			Rate T	уре
L	1 WE	ESHSu 09	0/09/12	8:30 AM NBC Su	ınday Today	8:00-9:0	0 AM/9	-11/ :30	USPRTV1	4ACH		\$1,600.00	NM
38	3 09/09/12 Class of Tir	09/09/12 ne - Pre-em		U 6-6:30 PM h notice	SA/SU 5:58-6:30 P	S		:30	1	\$900.00	NM		
	Weeks:	Start Date 09/03/12	•	ate MTWTFSS	Spots/Week 1	Rate \$900.00							
	Spots: # Ch	Day Ai	r Date	Air Time Descrip	<u>tion</u>	Start/En	d Time	<u>Lengtl</u>	Ad-ID			Rate T	ype
	1 WI	ESHSu 09	9/09/12	6:27 PM SA/SU	6-6:30 PM	SA/SU 5	:58-6:3	0 Pl :30) USPRTV1	.4ACH		\$900.00	NM
39	9 09/14/12 Class of Tir	09/14/12 me - Pre-em		Today Show h notice	7:00-9:00 AM	F		:30	1	\$1,300.00	NM		
	Weeks:	Start Date 09/10/12		ate MTWTFSS	Spots/Week	Rate \$1,300.00					ě.		
	Spots: # Ch			Air Time Descrip		Start/En			Ad-ID			Rate T	
	1 WI	ESHF 09	9/14/12	7:59 AM NBC To	day Show	7:00-9:0	0 AM	:30) USPRTV1	4ACH		\$1,300.00	NM
40	09/14/12 Class of Tir	09/14/12 me - Pre-em		Today Show II h notice	10AM-11AM	F		:30	1	\$550.00	NM		
	Weeks:	Start Date 09/10/12	End Da 09/16/		Spots/Week 1	<u>Rate</u> \$550.00			-			·	
	Spots: # Ch	n <u>Day Ai</u>	<u>r Date</u>	Air Time Descrip		Start/En		Lengt	Ad-ID			Rate <u>T</u>	
	1 W	ESHF 09	9/14/12	10:56 AM NBC To	oday Show II	10AM-1	1AM	:3) USPRTV1	L4ACH		\$550.00	NM
4	1 09/14/12 Class of Tir	09/14/12 me - Pre-em		3-4 PM h notice	3:00-4:00 PM	F		:30	1	\$450.00	NM		
	Weeks:	Start Date	End Da	ate MTWTFSS	Spots/Week	Rate							





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Advertiser	Product	Estimate Number
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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
41 09/14/12 Class of T	09/14/12 ime - Pre-em	M-F 3-4 PM otible with notice	3:00-4:00 PM	F	:30	1	\$450.00	NM	
· -	09/10/12 ch <u>Day Air</u> VESHF 09	09/16/12F Date <u>Air Time</u> <u>Desc</u> /14/12 3:54 PM M-F 3		\$450.00 <u>Start/End Time</u> 3:00-4:00 PM		h <u>Ad-ID</u> 0 usprtv14	4ach		<u>Rate</u> <u>Type</u> \$450.00 NM
42 09/14/12 Class of T	09/14/12 ime - Immedi	M-F NOON NEWS 12 ately Pre-emptible withou	2-12:12:00-12:30 PM t notice	F	:30	1	\$300.00	NM	
	09/10/12 Ch <u>Day Ai</u> i		Spots/Week 1 ription NOON NEWS 12-12:30	<u>Rate</u> \$300.00 <u>Start/End Time</u> 12:00-12:30 PM		:h <u>Ad-ID</u> 30 USPRTV1	4асн		<u>Rate</u> <u>Type</u> \$300.00 NM
43 09/14/12 Class of T	09/14/12 ime - Pre-em	M-F 5-6 PM ROT ptible with notice	5:00-6:00 PM	F	:30	1	\$900.00	NM	
Weeks: Spots: <u>#</u> 0 1 V		End Date MTWTFSS 09/16/12F Date Air Time Desc /14/12 5:14 PM M-F (Rate \$900.00 Start/End Time 5:00-6:00 PM		th <u>Ad-ID</u> 30 USPRTV1	4АСН		<u>Rate</u> <u>Type</u> \$900.00 NM
44 09/14/12 Class of T	09/14/12 Time - Fixed N	M-F 6-6:30 PM on Pre-emptible	M-F 6-6:30 PM	F	:30	1	\$1,800.00	NM	
. –	Start Date 09/10/12 Ch <u>Day Ai</u> VESHF 09	End Date MTWTFSS 09/16/12F r Date Air Time Desc /14/12 6:11 PM M-F (1 ription	Rate \$1,800.00 Start/End Time M-F 6-6:30 PM		<u>th</u> <u>Ad-ID</u> 30 usprtv1	4ach		<u>Rate</u> <u>Type</u> \$1,800.00 NM
45 09/14/12 Class of 7	09/14/12 Time - Pre-em	M-F Entertainment To	onigh7:00-730 PM	F 	:30	1	\$1,200.00	NM	
	09/10/12 Ch <u>Day Ai</u>		Spots/Week 1 ription Entertainment Tonight	Rate \$1,200.00 Start/End Time 7:00-730 PM		th <u>Ad-ID</u> 30 USPRTV1	4асн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
46 09/14/12 Class of T	09/14/12 Time - Pre-em	M-Su News @ 11PM ptible with notice	11-1135p	F	:30	1	\$1,400.00	NM	
Weeks: Spots: # 0 1 V	09/10/12 Ch <u>Day</u> <u>Ai</u>	End Date MTWTFSS 09/16/12F r Date Air Time Desc //14/12 11:31 PM M-Su		Rate \$1,400.00 <u>Start/End Time</u> 11-1135p		th <u>Ad-ID</u> 30 USPRTV1	4ACH		<u>Rate Type</u> \$1,400.00 NM
47 09/14/12 Class of 1		M-F Early Sunrise ptible with notice	5:00-6:00 AM	F	:30	1	\$350.00	NM	
Weeks: Spots: <u>#</u> (1 V	09/10/12 Ch <u>Day</u> <u>Ai</u>	End Date MTWTFSS 09/16/12F r Date Air Time Desc 1/14/12 5:13 AM M-F		Rate \$350.00 <u>Start/End Time</u> 5:00-6:00 AM		th Ad-ID 30 USPRTV1	.4ACH		<u>Rate Type</u> \$350.00 NM
				Total Spots		82			

Payment Terms 30 Days

Gross Total \$89,250.00

Agency Commission \$13,387.50

Net Amount Due \$75,862.50